

CLAIMS

The following listing of claims is a complete listing of the pending claims, and supersedes all prior versions, and listings, of claims in this application.

LISTING OF CLAIMS

1. (Currently amended) An information distribution system, comprising:
 - a sponsor subsystem, said sponsor subsystem including:
 - a plurality of listing attributes;
 - a plurality of listings, wherein each listing includes at least one listing attribute, wherein said plurality of listings include an enhanced listing; and
 - a plurality of format attributes, including a first format attribute and a second format attribute, wherein said first format attribute is associated with said enhanced listing and wherein said second format attribute is associated with at least one said listing that is not said enhanced listing;
 - a user subsystem, said user subsystem including:
 - a request, said user subsystem providing for the receipt of said request; and
 - a response, said user subsystem providing for said response; and
 - an administrator subsystem, said administrator subsystem including:
 - a response heuristic, said response heuristic providing for selectively identifying a subset of said listings to be included in said response, wherein said subset of listings includes said enhanced listing;
 - a plurality of priority metrics, wherein each listing in said response is associated with at least one said priority metric;
 - an enhanced display fee, wherein said enhanced display fee is associated with said enhanced listing; and
 - a placement heuristic, wherein said placement heuristic provides for arranging said subset of listings within said response, wherein the placement of each said listing is influenced by at least one said priority metric associated with said listing, and wherein the enhanced display fee associated with said enhanced listing lowers the impact of a per-hit fee

~~amount for the listing on the priority metric placement of said enhanced listing is not influenced by said enhanced display fee.~~

2. (Original) The system of claim 1, further comprising an attribute type, wherein said first format attribute and said second format attribute are of said same attribute type.
3. (Original) The system of claim 2, wherein said first format attribute and said second format attribute are mutually exclusive.
4. (Original) The system of claim 1, further comprising a plurality of attribute types, wherein each said format attribute is associated with at least one attribute type, wherein said plurality of attribute types includes at least two of: a font type; font size; a color; a graphic; an animation clip; a sound; a number of characters; a number of words; a number of sentences; an interactivity opportunity; and a detailed view.
5. (Original) The system of claim 1, further comprising a plurality of enhanced display fees, wherein said enhanced listing is associated with more than one of said enhanced display fees.
6. (Currently amended) The system of claim 1, ~~further comprising a per-hit fee amount,~~ wherein said enhanced display fee is included as part of said per-hit fee amount associated with said enhanced listing.
7. (Currently amended) The system of claim 1, ~~further comprising a per-hit fee amount,~~ wherein said enhanced display fee is not included as part of said per-hit fee amount associated with said enhanced listing.
8. (Original) The system of claim 1, further comprising:
 - a plurality of responses, including a first response and a second response;
 - a plurality of priority metrics, including a first priority metric and a second priority metric;

wherein said plurality of listings includes a first listing, wherein said plurality of priority metrics includes a first priority metric and a second priority metric, wherein said first priority metric is associated with said first listing in said first response, and wherein said second priority metric is associated with said first listing in said second response.

9. (Previously presented) The system of claim 1, further comprising:
 - a plurality of responses, including a first response and a second response;
 - wherein said plurality of listings includes a first listing, wherein said first listing is said enhanced listing in said first response, wherein said first listing is included in said second response, and wherein said first listing is not said enhanced listing in said second response.
10. (Original) The system of claim 1, further comprising:
 - a plurality of responses, including a first response and a second response;
 - wherein said plurality of listings includes a first listing, wherein said first listing is said enhanced listing in said first response, and wherein said first listing is not included in said second response.
11. (Previously presented) The system of claim 1, further comprising a plurality of enhanced listings and a plurality of groups included in said response, said enhanced listings including a first enhanced listing and a second enhanced listing, said plurality of groups including a first group and a second group, wherein each said listing and each said enhanced listing is associated with at least one said group, and wherein said first enhanced listing belongs to said first group and wherein said second enhanced listing belongs to said second group.
12. (Original) The system of claim 11, wherein the placement of said listings by said placement heuristic is influenced by the said groups affiliated with said listings in said response.
13. (Original) The system of claim 1, further comprising a plurality of enhanced listings and a plurality of fee types, said enhanced listings including a first enhanced listing and a second

enhanced listing, said plurality of fee types including a first fee type and a second fee type, wherein said first enhanced listing is of said first fee type and wherein said second enhanced listing is of said second fee type.

14. (Previously presented) The system of claim 13, wherein each enhanced listing is associated with an enhanced display fee, and wherein the arrangement of said listings and said enhanced listings by said placement heuristic is not influenced by said enhanced display fee.

15. (Original) The system of claim 1, said sponsor subsystem further including an advertiser interface, wherein said advertiser interface provides for creating said enhanced listing using at least one said listing.

16. (Original) The system of claim 1, further comprising an advertiser interface, a user interface, and a detailed view, wherein said advertiser interface provides for the creation of said detailed view, and wherein said user interface provides for displaying said detailed view.

17. (Original) The system of claim 16, wherein said detailed view is associated with said enhanced listing.

18. (Original) The system of claim 16, wherein said detailed view of said enhanced listing requires an affirmative invocation through said user interface before being displayed through said user interface.

19. (Original) The system of claim 16, wherein said detailed view is associated with said enhanced listing, and said enhanced display fee.

20. (Currently amended) The system of claim 1, ~~wherein each said listing is associated with a per-hit fee,~~ wherein said enhanced display fee for said enhanced listing is included in said per-hit

fee associated with said enhanced listing, and wherein said listings displayed by said user subsystem are not displayed in an order that is in accordance with said per-hit fee.

21. (Original) The system of claim 1, wherein said enhanced listing is no larger than any of the listings in said response.
22. (Original) The system of claim 1, further comprising:
 - a plurality of enhanced listings, including a first enhanced listing and a second enhanced listing; and
 - a plurality of enhanced attribute types, said plurality of enhanced attribute types including a first enhanced attribute type and a second enhanced attribute type, wherein said first enhanced listing includes said first enhanced attribute type, and wherein said second enhanced listing includes said second enhanced attribute type.
23. (Original) The system of claim 22, further comprising a plurality of enhanced display fees, said plurality of enhanced display fees including a first enhanced display fee and a second enhanced display fee, wherein said first enhanced display fee is not equal to said second enhanced display fee, wherein said first enhanced listing is charged said first enhanced display fee, and wherein said second enhanced listing is charged said second enhanced display fee.
24. (Original) The system of claim 22, said plurality of enhanced listings further including a third enhanced listing, said third enhanced listing including said first enhanced attribute type and said second enhanced attribute type.
25. (Original) The system of claim 24, further comprising a plurality of enhanced display fees, said plurality of enhanced display fees including a first enhanced display fee, and a second enhanced display fee, wherein said first enhanced display fee is not equal to said second enhanced display fee, wherein said first enhanced listing is charged said first enhanced display fee, wherein

said second enhanced listing is charged said second enhanced display fee, and wherein said third enhanced listing is charged said first enhanced display fee and said second enhanced display fee.

26. (Original) The system of claim 1, further comprising a category attribute, wherein said request includes said category attribute and wherein said response is influenced by said category attribute.

27. (Original) The system of claim 26, further comprising a plurality of category attributes, said plurality of category attributes including a first category attribute associated with said enhanced listing, wherein said enhanced display fee associated with said enhanced listing is influenced by said category attribute.

28. (Original) The system of claim 1, further comprising a geography attribute, wherein said request includes said geography attribute and wherein said response is influenced by said geography attribute.

29. (Previously presented) The system of claim 28, further comprising a plurality of geography attributes, said plurality of geography attributes including a first geography attribute associated with said enhanced listing, wherein said enhanced display fee associated with said enhanced listing is influenced by said geography attribute.

30. (Original) The system of claim 1, further comprising a plurality of fee type attributes, wherein each said enhanced listing in said response is associated with at least one said fee type attribute, and wherein said enhanced display fee associated with said enhanced listing is influenced by said fee type attribute.

31. (Original) The system of claim 1, further comprising a plurality of web pages, wherein said response includes more than one said web page.

32. (Currently amended) The system of claim 1, ~~further comprising a per-hit fee~~, wherein at least one listing in said response is associated with said per-hit fee.
33. (Original) The system of claim 32, further comprising a variable per-hit fee, wherein said per-hit fee is said variable per-hit fee.
34. (Original) The system of claim 33, further comprising a number of hits and a period of time, wherein said number of hits and said period of time influence said variable per-hit fee.
35. (Previously presented) The system of claim 1, further comprising a plurality of per-hit fee types and a plurality of hit types, wherein each hit type in said plurality of hit types corresponds to at least one per-hit fee type from said plurality of per-hit fee types.
36. (Original) The system of claim 35, wherein said plurality of listings includes a first listing, wherein said first listing is associated with more than one said per-hit fee type.
37. (Canceled)
38. (Previously presented) The system of claim 1, further comprising a category selection, wherein said request also includes said category selection.
39. (Currently amended) An information distribution system, comprising:
a depository of information, said depository including a plurality of listings, said plurality of listings including an enhanced listing, said enhanced listing including an enhanced format attribute;
a server configured to receive a plurality of requests and to generate a plurality of responses, wherein each response is generated using at least one request and said depository of information, wherein at least one listing is excluded from said response on the basis of said request, wherein said enhanced listing is associated with an enhanced display fee and is included in at least one said response, and wherein the enhanced display fee associated with said enhanced listing lowers the

~~impact of a per-hit fee amount for the listing on the priority metric placement of said enhanced listing in said response is not influenced by said enhanced display fee.~~

40. (Original) The system of claim 39, further comprising an advertiser interface, wherein said advertiser interface provides for receiving at least one said listing.

41. (Original) The system of claim 39, further comprising a plurality of enhanced attributes and a plurality of enhanced display fees, wherein each enhanced attribute is associated with at least one enhanced display fee.

42. (Original) The system of claim 41, further comprising an advertiser interface, said advertiser interface providing for the selection of at least one said enhanced attribute and at least one said enhanced display fee.

43. (Original) The system of claim 39, further comprising a plurality of enhanced attributes, said plurality of enhanced attributes including at least three of: a font type; font size; a color; a graphic; an animation clip; a sound; a number of characters; a number of words; a number of sentences; an interactivity opportunity; and a detailed view.

44. (Currently amended) A method for transmitting information, comprising:
receiving advertising information from an advertiser;
using the advertising information to create a listing associated with the advertiser;
allowing the advertiser to enhance the display attributes of the listing in exchange for an enhanced display fee; and
displaying the listing with enhanced display attributes on a user interface in response to a request by a user, wherein the enhanced display fee associated with said enhanced listing lowers the impact of a per-hit fee amount for the listing on the priority metric placement of said listing with enhanced display attributes in said response is not influenced by said enhanced display fee.

45. (Original) The method of claim 44, further comprising associating each listing with a per-hit fee.
46. (Original) The method of claim 45, wherein the enhanced display fee is part of the per-hit fee.
47. (Original) The method of claim 45, further comprising displaying a plurality of listings in the response and ordering the listings in accordance with a priority metric associated with each of the listings in the response.
48. (Canceled)
49. (Original) The method of claim 45, wherein the enhanced display attributes include at least two of: a font type; font size; a color; a graphic; an animation clip; a sound; a number of characters; a number of words; a number of sentences; an interactivity opportunity; and a detailed view.
50. (Previously presented) The method of claim 45, further comprising the receiving of multiple requests and the display of multiple responses, wherein the same listing appears in an enhanced display format in one response without appearing in an enhanced display format in another response.
51. (Original) The method of claim 45, wherein the listings in the response are not displayed in accordance with a per-hit fee that is associated with each of the listings.
52. (New) The system of claim 1, wherein the enhanced display fee for said enhanced listing is based in part on the per-hit fee for the listing.